

Message Text

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ACTION NEA-10

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UNCLAS CAIRO 17451

USDOC FOR CAGNE

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, EG
SUBJECT: 1977 CAIRO FAIR

REF: USDOC 21507

1. EMBASSY FULLY SHARES USDOC'S INTEREST IN PROMOTING US BUSINESS THROUGH HAVING AS MANY PARTICIPANTS AS POSSIBLE IN PAVILLION AT CAIRO FAIR. WE ARE GRATIFIED AT THE RESPONSE TO RECRUITING EFFORTS.

2. WE ARE UNDERTAKING EFFORTS TO FIND A TRAILER, WHICH WE THINK WILL BE VERY DIFFICULT, AND WILL EXPLORE POSSIBILITIES FOR INSTALLING ONE AT A SUITABLE SITE AT FAIRGROUNDS AS SOON AS WEEKEND IS OVER, BUT WE CANNOT BE VERY OPTIMISTIC THAT WE WILL BE SUCCESSFUL ON EITHER COUNT.

3. WE WOULD LIKE TO INVITE USDOC'S ATTENTION TO ALTERNATE POSSIBILITY OF MAKING MORE EFFECTIVE USE OF SPACE WE ALREADY HAVE IN ORDER TO PERMIT GREATER PARTICIPATION. WE NOTE THAT BUSINESSMEN'S LOUNGE, AS NOW CONFIGURED, PROVIDES
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SEATING SPACE FOR 60 PERSONS, A RATHER LARGE NUMBER. AT SAME TIME, FOUR SEPARATE OFFICE MODULES ARE PLANNED. WOULD IT NOT BE POSSIBLE TO PLACE SOME OF THE OFFICES IN PART OF THE AREA NOW OCCUPIED BY THE LOUNGE, AND ALSO REDUCE THE OVERALL OFFICE SPACE, THEREBY FREEING ADDITIONAL AREA FOR BOOTHS? PERHAPS SOME OF THE OFFICE SPACE COULD BE

ELIMINATED. THIS MAY PROVIDE A MORE VIABLE SOLUTION TO THE PROBLEM THAN THE EXTERNAL TRAILER IDEA.

4. WE NOTE THAT SINGER (2 BOOTHS) HAS NOW DECIDED AGAINST PARTICIPATING. THERE MAY BE OTHERS WHO SIMILARLY CHANGE THEIR MINDS, BUT WE DO HAVE A WAITING LIST AND THERE ARE INDICATION SOME LAST-MINUTE PARTICIPANTS MIGHT APPEAR. (FYI AT LEAST ONE COMPANY HAS MADE OVERTURES EVEN AT THIS LATE DATE. END FYI). SINGER'S DECISION LESSENS THE PRESSURE SOMEWHAT, BUT RELOCATION/REDUCTION OF OFFICE AND RECREATION SPACE WILL MAKE IT EASIER TO ACCOMMODATE ADDITIONAL AMERICAN FIRMS.
EILTS

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